Design report following on from the workshop

Recommendations following the design workshop and research undertaken.

Tim Kellett 7.3.16

Key design challenges for Newquay

These have been raised by the respondents to the neighbourhood plan surveys, by the steering group and evidenced at the design workshop. They need to be addressed by the policies and guidance of the neighbourhood plan.

- Losing smaller coastal properties in favour of large apartment blocks. Impact of scale on long views, town edges, and neighbouring properties.
- Design of windfall development within 'character areas'. Not appropriate to setting even if well designed development.
- Some important areas that have lost their sense of place through shopfront design highway design clutter etc. can these be brought back through a co-ordinated scheme. Streetscape, and clutter needs to be better managed
- Lack of neighbourhood design with expanding apartment development, with sense of community, a focal point, a neighbourhood centre with community facilities. Contemporary design is not an issue per se. Placement / location and materials used are.
- Building heights and scale and how they impact on the skyline, vistas, long views and the edges between town and landscape.
- Messy / cluttered / disjointed town centre that needs more care in its investments, all aspects of design – needing recovery, restoring prides.
- 'corporate' shop design and colours can be as bad – ignoring local distinctiveness and the architecture of the building.
- Shopfront design is losing all connection to the special Victorian and Edwardian architecture of the retail centre. This is an asset - we should build on it.
- The character of a seaside town can include colourful, fun, brash and occasionally a bit disrespectful design in places. Busy and colourful shop and street displays. There were different opinions but Newquay is not St. Ives – it has a unique local distinctiveness. NB Hunters, Arcade, Senor Dicks, Fat Willy's.
- Is there scope for stand-out buildings – do we want everything to look the same. Usually it's the important community buildings or big hotels that stand out as landmarks, but in Newquay its now big apartments – is that right.
- Different locations need different responses, architecture relates to context. Urban buildings should respond differently to suburban or coastal edge buildings. Use of materials may be quite different.

- Small incremental alterations to historic buildings can radically change their character. Example of St Georges Road – is there a mechanism to improve this.

Potential Objectives

These are first drafts of objectives related to design issues. Open to much further discussion and with potential to be combined with other NDP objectives

- To use the neighbourhood plan as a means to promote 'recovery' of the town retail centre as shops change and new ownership.

- To improve the resident and visitor offer in the retail centre by bringing about significant improvements to the quality of design of the shopfronts and streets.

- To encourage placemaking as a means to co-ordinate the design improvement of buildings and spaces in focused priority areas and to encourage a sense of community.

- To identify and protect and enhance key panoramas, skylines, vistas and long views of the town.

- Encouraging the development of local distinctive architecture in Newquay that responds to its visual context and climate.

- To manage the scale of new development in the centre and on the fringes of the town to develop an appropriate scale for its context.

Key Tasks

These are a range of tasks that directly relate to the objectives and workshop evidence. Some may require close focus by consultants or stakeholders, others could benefit from directed group work.

- Make a first draft of some design policies this will help to understand what we might need to support them – e.g. guidance or evidence.

- Identify any character areas of the town that we might want to relate a policy to -   including those areas that are changing. Identify the reasons why we want to identify each one. Link to evidence in existing documents CSUS Action Framework, Town Framework Landscape study.

- Identifying key views, panoramas, town edges and vistas on a plan – with notes or reasons why they are important or under threat. Work alongside the

LLCA Stage 2 settlement edge.   These may link to the above character areas.

- Identify other initiatives that could be promoted as part of the NDP to complement the design improvement policies.   E.g. pursuing Conservation Area, shop improvement programme, Public art, community spaces, Parklets Identify which partners could become involved to deliver– BID etc. This will need to be realistic based on what can be achieved in the lifetime of the plan.

- Go back through written consultation responses to identify all comments related to design – link them to particular issues raised as supporting evidence.

- Investigate what design principles can be worded <u>within</u> a policy rather than linking to a supporting guide – look for adopted examples.

- Identify the network of key places or nodes with connecting routes – connect to placemaking priorities

- Map the neighbourhoods and where neighbourhood centres/local facilities are lacking - walkable neighbourhoods.

- Go back through evidence base to ensure we have justification for key policies.

- Investigate what scale of development may be acceptable in areas under pressure for change – this may become part of a policy – designer's workshop or stakeholder group workshop?

- Need to identify how to establish the planning status of supporting design guidance – look at some examples that have been adopted.

- Identify relevant sections in Cornwall Design guide, - although comprehensive is somewhat unusable as it is so large and complex. Potential to identify key sections to relate to specific policies in the NDP – make access easier.

- Review Newquay Shop Front guide NB was never adopted for use by Restormel Borough Council so limited impact – assess if time or resources to refresh this - what could it look like? Check if a policy refer to the current guide or its subsequent replacement?

- Identify how the Duchy Pattern Book can be referred to – excellent study of historic patterns of building and townscape that are being used to design new duchy developments. But only covering certain areas and periods does not allow for more contemporary design options. Duchy masterplanning and codes will ensure growth area will be dealt with well – don't worry about them. This can be included as a guidance document to provide context and design advice – supporting evidence.

- Identify how Building for Life can be referred to – this is a simply presented national guide covering most important aspects for design. This can be referred to in policy. E.g. demonstrate how the 12 principles of Building for Life are achieved in this proposal.